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Dwayne Ashley, Thurgood Marshall Scholarship Foundation
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National Imagery & Mapping Agency
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Office of the Secretary of the Army, OSDDBU
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U.S. Department of Transportation
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Michelle Crockett, U.S. Department of Commerce, NOAA
Shaunta P. Dudley, U.S. General Services Administration
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Victoria L. Fore, Fore & Associates
Letita E Franklin, HBCU Society, Inc.
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Office of Civil Rights
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Dr. Richard C. Henry, Maryland Space Consortium
Bloomberg Centers for Physics and Astronomy

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Gloria J. Jeff, Parsons, Brinckerhoff, Quade & Douglas, Inc.
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Evelyn Jones, U.S. Department of Commerce, NOAA
John Jones, U. S. Department of Commerce, Weather Service
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Education & Talent Development, Inc.
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Arlene A. Patel, U.S. DOT, Office of Secretary
T. Alan Payne, Applied Research Laboratory
The Pennsylvania State University
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Morgan State University
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Bureau of Census
Leroy Stewart, Department of Energy
Office of Civilian Radioactive Waste Management
Dave Sutton, U.S. Environmental Protection Agency
Donna C. Tanner, Parsons Brinckerhoff
Leroy Taylor, Certified Public Accountant
Adele Terrell, Development Office, Morgan State University
Anthony Tillman, Children's Defense Fund
Russell M. Timmons, Black & Decker (U.S.), Inc.
Gloria J. Walker, U.S. Department of Commerce, Weather
Service

HBCU STEERING COMMITTEE

*Alabama A&M University
Alabama State University
Albany State University
Bethune-Cookman College
Bennett College
Bowie State University
Central State University
Chicago State University
Coppin State College
Delaware State University
Dillard University
Fayetteville State University
Fisk University
Florida A&M University
Grambling State University
Hampton University
Howard University
Johnson C. Smith University
Lane College
Lincoln University - PA
MeHarry Medical College
Moorehouse School of Medicine
Morgan State University (Founder/Host)
Norfolk State University
North Carolina A&T State University
North Carolina Central University
Prairie View A&M University
South Carolina State University
Southern University
Texas Southern University
University of Maryland Eastern Shore
University of the District of Columbia
Virginia State University
Virginia Union University
Winston-Salem State University*

MISSION

The mission of Partnering 2K is to develop sustainable partnerships between HBCU's and government agencies, the private sector and other educational institutions. These

partnerships are critical in the development of solutions to tomorrow's challenges.

KEY OBJECTIVES

To communicate and discuss winning strategies and opportunities for successful and sustainable business partnerships among HBCUS, government, and industry

To establish a "Partnership 2K" leadership team whose mission is to spearhead a national initiative for the creation of cooperative agreements that support the nations needs for the new century

MAJOR TOPICS TO BE ADDRESSED

*Cooperative Business Development
Marketing and Enhancing Core Competencies Recruitment Strategies
Pursuit of Technical/Business Careers University/Program Development
Children Related Issues and Their Future Impact*

TARGETED RESULTS FOR ATTENDEES

*Examine benchmark partnership models of excellence and lessons learned
Learn about the advanced technologies offered by HBCUs Understand how real-world experiences can influence curriculum change
Learn the mutual benefits that can be gained from creating technology-based partnerships with HBCUs
Understand value of internships and co-op programs Discuss how HBCUs can pursue and lead cooperative business development opportunities
Learn how a mentor-protege approach to partnering with HBCUs can result in mutually beneficial business opportunities
Explore opportunities for technology exchange that will lead to enhanced educational, research, and economic development ventures
Identify and discuss the critical success factors for a sound business relationships with an HBCU Determine how the web and other e-commerce methodologies can help the HBCUs to be strong competitors in the global marketplace
Suggest curriculum strategies for K through 12-educators and community organizations
Understand Impact of Children-related Issues on Future HBCU/Government Operations*

WHO SHOULD ATTEND

*Senior professionals from government, industry and academia who are seeking opportunities to grow strategic partnership with HBCUs
Science and Technology Program Managers interested in broadening their technology supply base
Businesses looking for teaming relationships with HBCUs and their business partners*

Conference at a Glance

Features

*Tom Joyner "Morning Show " (invited)
Career, Technology & Trade Fair*

*Conference Steering Committee
Academia, Government, and Industry*

*35 Historically Black Colleges and
Universities
Steering Committee Members*

*350 Historically Black Colleges and
University
Delegates
Administrationα Facultyα Staffα Students*

*500 Historically Black Colleges and
Universities
Students
Junior and Senior
Career, Technology & Trade Fair Attendees*

*100 Career/Trade Fair Exhibitors
Academia, Government and Industry*

*300 Academia, Government, Industry
Attendees*

Regional Small Businesses

*Business Networking Opportunities
Conference Ice Breaker
"Chesapeake Bay Cruise"*

TENTATIVE SCHEDULE OF EVENTS

Wednesday, September 6, 2000

Conference Registration - Sheraton Hotel, Towson, MD
HBCU President's Pre-Conference Meeting/Luncheon -
Invitation Only

Partnering 2K Kick-Off and Millennium Celebration: Bay
Lady, Baltimore's Inner Harbor "Chesapeake Bay"

Thursday, September 7, 2000

Registration - Sheraton Hotel
Continental Breakfast at the Sheraton
Awards Luncheon - Sheraton Hotel
Exhibit Set-Up – Morgan State University

Tentative Workshops and Seminar Topics

- HBCU as a Business Organization-Contract Management-Business, Development/Marketing Execution – Accountability
- Industry needs and Agency Issues
- Establish Business Arm - Alumni Support
- Secondary and Post Secondary Educational Financial Support Awareness
- Pursuit of Technical Careers
- Poverty - The impact on students in higher education and
- Juvenile Record Access - The issue, the impact
- Technology Transfer and Development "Tapping" the Resources of Entrepreneurs" Georgia Institute of Technology
- Small Business and the HBCU
- Understanding Government Contracts
- Career Planning/Intern Ships
- Demonstrations: Freedom Schools - Childwatch Coalition Student Leadership for Children
- Proposal Preparation
- Marketing strategies-Alumni-Result Orientation – Past Performance
- HBCU and electronic commerce Web-page
- Increasing the number of minority PH.Ds
- Black & Decker "HBCU Business Partnership Model"

Friday, September 8, 2000

Registration: Career, Technology and Trade Fair –
Morgan State University, Hill Field House

EXHIBITOR INFORMATION

Booth Cost - \$1,500
2 Career/Trade Fair Registrations with every booth purchased
(Single Day Pass)

All sponsorship / exhibitor application and payments must be received by August 28, 2000. You will receive confirmation by mail of your registration as an exhibitor.

BOOTH INFORMATION

Booth includes the following: 10 x 10 booth, skirted 6 ft table, carpet, identification signage, two chairs and a waste basket. Booth drapery colors are red for P2K Steering Committee Sponsors and Major Corporate Sponsors. All others booths are black. Your confirmation exhibitor package will contain information on booth supplies, ordering electrical or telephone hookups. Exhibit space is assigned based on a combined evaluation of your sponsorship level, registration timeliness and receipt of registration fee.

EXHIBITOR SCHEDULE

Thursday, September 7, 2000

1:00 pm - 7:30 pm

Exhibitor Move-In (No Set-up on Friday Morning)

Friday, September 8, 2000

9:00 am - 9:15 am Ribbon Cutting, Trade Show Open

3:00 pm - 7:00 pm Dismantle

Point of Contact: Victoria Fore (301) 805-4519 or Wayne Jearld (443) 885-3621

ADVERTISING OPPORTUNITIES

Be sure to advertise in the Partnering 2K's Conference Program. Opportunities are available to promote your website, products or, services, or to get the word out about your program, school, agency or business to a diverse market. Simply complete the form below, or visit our website at (<http://multimedia.eng.morgan.edu/-p2k>). You can also contact Wayne Jearld at (443) 885-3621 or e-mail at wjearld@eng.morgan.edu, if you have any questions.

Advertising Sizes Available (check one please)

Size	Price	Trim Area
___ Full Page	\$450.00	8 x 10.5
___ Half Page	\$250.00	8 x 5.125
___ Charter Page	\$150.00	3.875 x 5.125

***Ads are black and white and must be submitted camera-ready.
Ads may be submitted as PDF files.**

Deadlines Space Reservation.....August 6, 2000
Camera-Ready Ad.....August 20, 2000

Payment Method

Credit Card Type: ___ AMEX ___ MasterCard ___ Visa Signed Purchase Order _____

___ Check Payable to Morgan State University Foundation

Credit Card# _____ Exp Date _____

Name as it appears on card: _____

Signature: _____

CAREER, TECHNOLOGY AND TRADE FAIR EXHIBITORS

"Amtrak" National Passenger Rail Corporation
Anne Arundel County Board of Education
Anteon Corporation
Black & Decker (U.S.), Inc.
Booz Allen Hamilton
Bovis Construction Company

Children's Defense Fund
Data Networks
Ell Lilly and Company
Fore & Associates
Gilbane Construction
HBCU Society, Inc.
Hershey Corporation
IBM Corporation
Johns Hopkins University
Applied Physics Laboratory, Maryland MESA
Maryland Space Grant Consortium, Bloomberg Centers for Physics and Astronomy
Lockheed Martin
Lucent Technologies
Morgan State University
Marvland Department of Transportation
Northrop Grumman Corporation
Parsons, Brinckerhoff, Quade & Douglas, Inc.
Parren J. Mitchell Foundation for Education & Talent Development, Inc.
PECO Energy Company
Pennsylvania State University, Applied Research Laboratory
PEPCO
Radio One
Telcordia Technology, Inc.
Thurgood Marshall Scholarship Foundation
Tom Barnett Productions, Inc.
U.S. Department of Commerce
Census Bureau
Economic Development Administration
Minority Business Development Agency
National Oceanic & Atmospheric Administration
Patent and Trademark Office
Weather Service
U.S. Department of Defense
National Imagery & Mapping Agency
National Security Agency
Office of the Secretary of the Army: Office of Small and Disadvantaged Business Utilization
U.S. Department of Energy
Economic Impact Diversity, Minority Economic Impact
U.S. Department of the Interior
National Park Service, Office of Small and Disadvantaged Business Utilization
U.S. Department of Transportation
Office of Civil Rights, Federal Highway, Office of the Secretary, Department Office of Civil Rights/MSI Educational Partnerships
U.S. Environmental Protection Agency, Office of Small and Disadvantaged Business Utilization
U.S. General Services Administration, Office of Enterprise Development
U.S. National Aeronautics and Space Administration
Goddard Space Flight Center
University of Maryland Eastern Shore
University of Virginia, Office of Minority Procurement Programs

REGISTRATION FORM REGISTRATION FEES

Full	Advance by 8/22/2000	Late/On-site after 8/22/2000
Small Business/ Non-profits/Academia Government/Industry	\$300 \$450	\$300 \$750
Single Day Pass (all day/all events)	9/7/2000	9/8/2000
Small Business/ Non-profits/Academia Government/Industry	\$150 \$225	\$150 \$325

WORKSHOP INFORMATION (please select your workshop choice)

☐ Track 1 Economic Development
☐ Track 11 Industry/Government
☐ Track 111 Student Fund
☐ Track IV Children's Development Fund

BADGE INFORMATION (Please type or print)

Name: _____
 Title: _____
 Company: _____
 Address: _____
 City: _____ State: _____
 Zip: _____
 Day Phone: _____ Evening Phone: _____
 Fax: _____ Email: _____

FOR HBCU ALUMNI ONLY:

Name: _____
 Institution Name: _____
 Graduation Year: _____

PAYMENT INFORMATION

Checks Payable to Morgan State University Foundation/P2K

Purchase Order (PO) Number: _____

Credit Card Type: _____ Account # _____

Cardholder Name//Signature: _____

ACCOMMODATION NEEDS

☐ Sign Language Interpreter ☐ Listing Device
☐ Large Print ☐ Special Dietary Needs (Please specify)

REFUND/CANCELLATION POLICY

Cancellations will be accepted **IN WRITING** until August 22, 2000 and are subject to a \$50.00 processing fee. After August 22, 2000 registrations are non-refundable. Persons from the organizations may be substituted if notification is received **IN WRITING** by August 22, 2000. Substitutions made after this date or on-site will **NOT** be allowed. Registrants who do not attend the conference or does not notify Partnering 2K in writing by August 22, 2000 are not eligible for any refund. Any return checks will be assessed a \$25.00 handling fee.

CONFERENCE INFORMATION

Official Airline has not been selected at the time of printing, please check the conference website for update.

Train Service

Amtrak serves the Northeast Corridor and its Penn Station is just 10 minutes away from Morgan State University and 15 minutes away from Sheraton Towson Hotel. Call 1-800-USARAIL to make your train reservations.

Hotel Accommodations

Main Conference Hotel:
 Sheraton - Baltimore North Hotel
 903 Dulaney Valley Road ☐ Towson, Maryland 21204
 (410) 321-7400

Holiday Inn (Select Timonium)
 General Lodging
 2004 Greenspring Drive ☐ Timonium, Maryland 21093
 (410) 252-7373

Holiday inn (Cromwell Bridge)
 HBCU Students
 1100 Cromwell Bridge ☐ Towson, Maryland 21204
 (410) 823-4410

Airport Shuttle Service

BWI Super Shuttle fares are approximately \$16.00 per person (\$5 each additional person) to and from the airport. The shuttle service, which allows three bags per person, can be reached at 1-800-258-3826. Passenger pickup and ticket sales are at the ground transportation desk located on the lower level of the airport, Pier C, between baggage claim 3 and 4. The shuttle vans arrive and depart every 30 minutes.

Automobile Rental

Six rental agencies are available on the lower level of the airport terminal. They include Alamo Rent-A-Car, Avis Rent-A-Car System, Budget Rent-A-Car System, Dollar Rent-A-Car, Hertz Corp., and National Car Rental System. Taxi Service As of press time, fees for taxi service from the airport were approximately \$25.00 one-way to the hotel for up to three people, and \$ 10.00 per person for each additional passenger. Pickup is on the lower level outside the airport's baggage claim area.

Rapid Transit

Baltimore is serviced by AMTRAK, which is located at Pennsylvania Station, 5 minutes north of the downtown area, 10 minutes south east of Morgan State University and 15 minutes south of the Sheraton Hotel. The MARC commuter train operates weekdays along the Baltimore-Washington corridor. AMTRAK and MARC trains service Baltimore/Washington International Airport.

Partnering 2K Shuttle Service

We are pleased to offer shuttle service to and from the Morgan State University to Sheraton Hotel during event hours. The shuttle service schedule will be posted in the Sheraton Hotel, in the show directory and outside of the Partnering 2K exhibit hall for your conference.

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSORSHIP

NEGOTIABLE

Recognition in all conference publications and literature
 Executive VIP participation in all conference events
 Head table placement at all dining programs
 Opportunity for executive(s) to serve as speaker, moderator and panelist
 Full page BW ad in all conference publications in VIP locations
 15 complimentary full registrations
 2 reserved tables at the award luncheon in a VIP location
 1 Information Expo Space at Conference Command Hotel
 5 Career/Technology/Trade/Fair (CTTF) VIP Booth spaces (linked),
 interview space and signage
 Web page Link to Conference Web page

PLATINUM SPONSORSHIP

\$35,000

Recognition in all conference publications and literature
 Executive participation in all major conference events
 Head table placement at all dining programs

Opportunity for executive(s) to serve as speaker, moderator and panelist
Full page BW advertisement in all conference publications
10 complimentary full registrations
2 reserved tables at the award luncheon in a prime location
1 Information Expo Space at Conference Command Hotel
3 CTTF Exhibit Booth spaces (linked), interview space and signage
Web page Link to Conference Web page

GOLD SPONSORSHIP

\$25,000

Recognition in all conference publications and literature
Executive participation in all major conference events
Heat table placement at all dining programs
Opportunity for executive(s) to serve as speaker, moderator and panelist
Full page BW advertisement in all conference publications
8 complimentary full registrations
1 reserved table at the award luncheon
1 Information Expo Space at Conference Command Hotel
2 CTTF Exhibit Booth spaces (linked), interview space and signage
Web page Link to Conference Web page

SILVER SPONSORSHIP

\$20,000

Recognition in all conference publications and literature
Executive participation in all major conference events
Full page BW advertisement in conference publications
6 complimentary full registrations
1 reserved table at the award luncheon
1 Information Expo Space at Conference Command Hotel
1 CTTF Exhibit Booth space and signage
Web page link to Conference Web page

BRONZE SPONSORSHIP

\$15,000

Recognition in all conference publications and literature
Executive attendance at all major conference events
Opportunity for executive(s) to serve as speaker, moderator and panelist
Full page BW advertisement in conference publication
4 complimentary full registrations
1 reserved table at the award luncheon
1 Information Expo Space at Conference Command Hotel
1 CTTF Exhibit Booth space and signage
Web page Link to Conference Web page

HBCU DELEGATION SPONSORSHIP

\$10,000

Recognition in at conference publication and literature
Executive attendance at all major conference events
Opportunity for executive(s) to serve as speaker, moderator and panelist
Full page BW advertisement in conference publications
2 complimentary full registrations
1 CTTF Exhibit Booth space and signage
Web page Link to Conference Web page

P 2K FRIEND SPONSORSHIP

\$5,000

Recognition in all conference publications and literature
Executive attendance at all major conference events
Opportunity for executive(s) to serve as panelist
Full page BW advertisement in conference publications
2 complimentary full registrations
1 CTTF Exhibit Booth space and signage

HBCU STUDENT SPONSORSHIP

\$2,500

Recognition in all conference publications and literature
2 complimentary full registrations
1 CTTF Exhibit Booth space and signage
Web page Link to Conference Web page

About Baltimore



Baltimore is located in the mid-Atlantic region of North America just off the Chesapeake Bay and its claim to fame is the waterfront and of course its delicious crabs!

The Star-Spangled Banner and Babe Ruth were born in Baltimore and Edgar Allan Poe died here. Baltimore also is the home of the first railroad and the first telegraphic communication.

Baltimore, sometimes referred to as the Charm City and the City that Reads, is home to the world famous Baltimore Orioles and some new birds, the Ravens.

Baltimore is a college town as well as a museum town-with the Walters, Great Blacks in Wax Museum, Peale, and the Baltimore Museum of Art. Baltimore's rich culture, friendly people, exciting night life, and attractions make it an excellent place to live, work, and play. Baltimore's average climate in the summer is approximately 79 degrees. Several of Baltimore's attractions include:

Mount Vernon is the cultural centerpiece of Baltimore and offers the best of all that the city has to offer - art, music, history, theater and unique shops. Don't miss Baltimore's infamous Antique Row - a must see for the first or 100th time visitor. You will find something new everytime!

Fells Point is a historic district on the water's edge and where the collector, etc., can find exactly what he/she is looking for.

Baltimore's Inner Harbor is the focal point for downtown activities and attractions, such as the Aquarium, fine dining, shopping, the Science Center, and its famous Water Taxi's. All aboard for an exciting and interesting time,

Federal Hill is across the Inner Harbor. This historic hill - a neighborhood on the historic register, adds warmth and charm to the down town scene.

There are numerous other places to see and things to do in Baltimore City and the surrounding counties[Baltimore, Howard, and Anne Arundel. I am sure that you will find lots to do in the Charm City during your stay. Welcome to Baltimore!

We invite you to explore these websites for information

About the city of Baltimore. We've also included the websites for some of the museums, attractions, and organizations that will provide you with detailed facts about Baltimore's fascinating cultural and enriching recreational offerings.

General Sites

<http://www.mdifun.org/>: Official State of Maryland tourism information with links to many useful locations

<http://www.baltimore.org/>: Baltimore Area Convention and Visitors Association website

<http://www.markpoint.com/>: Links to city museums, attractions, entertainment, and theaters

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